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The FACTS ABOUT CERTIFIED MILK

As explained by the

AMERICAN ASSOCIATION

OF

MEDICAL MILK COMMISSIONS

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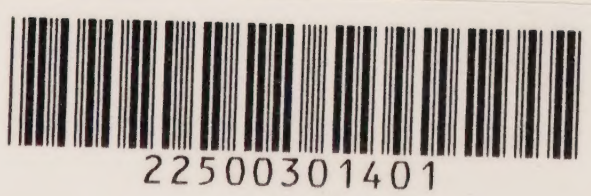
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FOREWORD

CERTIFIED MILK has been aptly and properly characterized as the last word in a clean, safe, and nutritious milk supply.

Because of the general recognition of Certified Milk as an "Honor" product, the American Association of Medical Milk Commissions, representing the agencies that supervise its production, believes that a concise description of the institution and present status of Certified Milk will be of direct interest to all persons.

The facts presented in this booklet are, therefore, addressed not only to physicians and other professional groups, but to all consumers of milk.

The story of Certified Milk is replete with dramatic incidents, for it is a moving narrative of human progress, of idealism, and scientific interest. You may be familiar with parts of the story, but many persons are not aware of the higher levels of achievement which have been reached by Certified Milk today.

In the following pages there will be sketched for you the essential and interesting features of the modern control of Certified Milk, and there will be set forth, impartially but cogently, its many advantages.

AMERICAN ASSOCIATION OF MEDICAL MILK COMMISSIONS, INC.

M. J. ROSENAU, M.D., *President*

PAUL B. CASSIDY, M.D., *Secretary*

WHAT "CERTIFIED" MEANS

The Pinnacle of Dairy Science

THE NAME "CERTIFIED" as applied to milk is protected by copyright and means a very definite thing. It represents the pinnacle of art and science in the dairy industry. Certified Milk means that a long list of exacting conditions (some of which will be mentioned subsequently) have been faithfully carried out, resulting in a milk so good that a County Medical Society is willing to certify to its qualities, justifying this certification by continuous painstaking inspection of every step in the technique of its production. This inspection is performed by trained experts (physicians, veterinarians, a laboratory director and technicians) under the direction of a small group of specially interested physicians, together with an expert legal advisor, who constitute a Medical Milk Commission.

This commission, which is appointed by the county medical society and acts for it, serves without pay. The cost of inspection and research work is met by the producers of Certified Milk.

There are at present in the United States approximately 80 medical milk commissions who are certifying the milk from several hundred carefully selected dairies. This milk, produced in accordance with uniform national standards, is distributed in more than a thousand American communities.* It is recognized in each of them as the leading milk supply.

THE ORIGIN OF CERTIFIED MILK

Dauntless Faith in an Ideal

CERTIFIED MILK is peculiarly the product of the medical profession. It was conceived more than forty years ago by a practising physician, and it always has been supervised by medical men. Certified Milk is invariably the milk of choice of all discriminating physicians, who prescribe and advise it for infant and child feeding, for expectant and nursing

*A list of the cities where medical milk commissions operate is given on pages 13-14.

mothers, for invalids and malnourished persons, and for patients and consumers of all ages who desire the best milk obtainable.

The plan for Certified Milk, essentially the same as that now in operation, was originated by Dr. Henry L. Coit, of Newark, New Jersey, after he had lost his small daughter in a milk-borne epidemic of diphtheria in 1888. Some one has said that the great esteem in which Dr. Coit's memory is held by the medical profession is not so much a tribute to a discoverer, as it is to the undaunted determination of a man who could grasp a dream and make it live—whose belief in his idea was strong enough to keep his courage from withering in the face of the most deadly of all opposition—ignorance.

Dr. Coit got his plan working in 1893. He laid down seventy rules, organized the first medical milk commission, in Essex County, N. J., and found a dairyman who would follow the specifications for clean milk production. For the first time in history doctors had a supply of milk in 1894 and thereafter to prescribe for babies, children, expectant mothers and convalescents, which they could be certain was as pure as milk could be produced. County Medical Societies in neighboring states sent committees of doctors to visit this first Certified Milk Farm, and those groups set up organizations of doctors in their own communities to supervise the production of Certified Milk.

Fathered by the Medical Profession

So physicians were responsible for the first interest of the dairy industry in a milk produced under controlled conditions and therefore worthy of certification by physicians. Now the more than eighty Medical Milk Commissions are constituents of a national organization, the American Association of Medical Milk Commissions, organized in 1907.

Throughout the country public spirited producers have voluntarily placed dairy properties worth millions under the full control of Medical Milk Commissions. This Certified Milk is at your command.

THE CERTIFIED MILK CODE

THE ORIGINATOR OF CERTIFIED MILK, DR. HENRY L. COIT, worked out seventy rules which every Certified Milk producer obligates himself to follow.

National Methods and Standards

Those seventy rules have since been augmented, revised, modernized, until they now constitute the famous Methods and Standards for the production of Certified Milk as adopted by the American Association of Medical Milk Commissions. They are recorded in 16 closely printed pages of minute details. They form a strict code which is followed throughout the United States.*

They have to do with such topics as the functions of the Medical Milk Commissions . . . the hygiene of the dairy buildings . . . the construction of milk stables . . . the immaculate equipment of milk receiving rooms . . . the scrupulous care of utensils and machines . . . the management and scientific feeding and inspection of the herd . . . the special veterinary supervision and testing of the cows . . . the control of tuberculosis and Brucella infections . . . the carefully maintained record of each cow in the herd . . . the exact technique to be followed by employees in milking and handling and transporting the milk . . . the frequent and thorough medical examinations of employees . . . and a long list of strict standards for the milk itself.

No Politics— Condoning— Laxity

There is no politics about these regulations. There is no patronage or favoritism. There is no condoning of errors or omissions. There is no laxity of enforcement. Here is one piece of social and economic machinery that functions with a splendid and inspiring integrity.

The result is an ideal realized; an ideal originally set up in a motley company of milk products that then needed the stimulating influence of an ideal.

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*Copies of the Methods and Standards for the Production of Certified Milk can be obtained from Seth W. Shoemaker, Executive Secretary, 1265 Broadway, New York City.

The example set in the early days by Certified Milk has been responsible for gratifying improvements in all market milks. Today, our milk supplies are generally clean and safe, at least in the larger cities. The gap between Certified and the other grades of milk has narrowed, but Certified Milk is still conceded to be superior to all others.

SOME OF THE REGULATIONS

Production Details on Certified Farms

THERE MUST BE approved apparatus for the sterilization of bottles and utensils, which must be free, on test, from bacteria and chemical reagents. Thermometers must be checked at least once a week by a standard tested thermometer. The construction of the milk pails is specified. The water supply is frequently checked by bacteriologic examination. Scientific herd management is carried out in astonishing detail. In the milking stables, kept like operating rooms, each cow, carefully cleaned before milking must have at least 600 cubic feet of air space. Visitors are controlled to avoid contamination of the milk.

Cows must be fed rations adequate in vitamin and mineral content. The exact technique of applying tuberculin tests is specified. No animal is used in the production of Certified Milk that shows positive evidence of infection with Brucella abortus. Milkers must not permit their hands or fingers to touch the milk—in fact, they must touch nothing but the clean top of the milking stool, the milk pail and the cow's teats. The cows are constantly checked and tested by expert veterinarians employed by the Milk Commission for this purpose.

Code Observed to the Letter

Not only are provisions of the code observed to the letter, but the farms without exception place a strict interpretation on each section of the rules, the net result being that any possible benefit of doubt is applied directly to the interests of producing the finest possible Certified Milk. Such a mutual

spirit, so surely conducive to excellence in the finished product, and so creative of entire confidence among the medical profession, is the direct result of an esprit de corps—an organization morale found to such an extent in few other enterprises.

HEALTH OF EMPLOYEES

Health Records for Each Man

A MEDICAL INSPECTOR AND EXAMINER, working through and with the clinical and bacteriological laboratory operated by the Milk Commission, stands guard over the health of every employee in the Certified dairies and stands ready to reject any employee who is ill, or who is shown to be a carrier of any infection. Health records of each man are kept on file and kept up to the minute. Throat and nose cultures are made, stools cultured for the organisms of typhoid and the dysentery group, Widal tests for typhoid, urinalyses, Wassermanns for syphilis—and a specially vigilant lookout is made for possible carriers of streptococcus infections.

You would surely be impressed by the personal hygiene of the employees on Certified farms if you should go out to see them. The standards are high; the labor turnover is low; the men are proud to be there.

THE LABORATORY

The Advantages of a Known Source

IN THE LABORATORIES maintained by the medical milk commissions, chemical and bacteriological examinations of the Certified Milk are made every week, and oftener if desirable. Here are kept records of tests on the cows, and records of the monthly or more frequent examinations of all employees on the dairies producing and handling Certified Milk.

Every bottle of Certified Milk is identified with a single farm—a unit of production. This makes it possible for the laboratory to check conditions in each unit, even to the careful inspection of each employee and each individual cow.

Certified Milk is, of course, also subject to routine inspection, supervision, and laboratory control by state and local health departments, although their attention to the milk supplies in the community is, logically, focussed more upon the lower grades of milk, which do not enjoy the advantages of supervision by medical milk commissions.

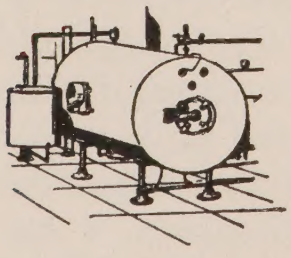
CERTIFIED MILK — PASTEURIZED

In June, 1935 the American Association of Medical Milk Commissions voted to include permissive pasteurization of Certified Milk in the Methods and Standards. This noteworthy action has been hailed by leading physicians and health officials as a forward step comparable to the first appearance of Certified Milk itself in 1894.

Virtually Sterile Milk

Pasteurization puts the final seal of safety on a clean milk supply. As applied to Certified Milk, this beneficial process reduces the bacteria virtually to the irreducible minimum, since Certified Milk—Pasteurized has been shown by numerous tests to average less than 100 bacteria per cubic centimeter, and many samples are sterile.

The process of pasteurization, in which milk is rapidly heated to a temperature of 142° Fahrenheit, held at that temperature for thirty minutes, and then quickly cooled to 50° Fahrenheit, or less, and held at that temperature until delivery, does not exert any appreciable effect upon the unsurpassed nutritive qualities of this unique milk supply.



This action in favor of permissive pasteurization does not mean that the natural, raw Certified Milk cannot be obtained, since it will continue to be available for those who desire such a fresh, clean, nutritious milk.

As pointed out, however, in an editorial in the *Journal* of the American Medical Association*, "Physicians desiring the highest quality of pasteurized milk for their patients will be able to prescribe pasteurized certified milk."

THE UNUSUAL DIETARY VALUES OF CERTIFIED MILK

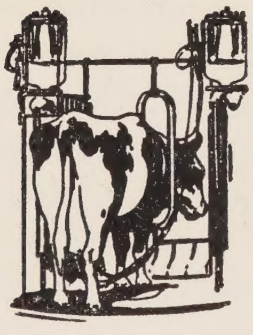
MILK IS UNIVERSALLY KNOWN as our "most nearly perfect food", because it offers an exceptionally well-balanced combination of practically all the dietary elements that are essential to human nutrition.

Unique Dietary Qualities

Certified Milk, whether pasteurized or unpasteurized, possesses superior dietary attributes because of the unusual care taken in its production. Not only is Certified Milk always uniform in composition, but it is always high in vitamins, particularly important among the food factors that are required for healthful, normal growth; vigor and stamina; a better resistance to disease; better fertility; and longevity.

By scientific feeding of the producing cattle throughout the year, using rations that are well-balanced and rich in vitamins and all other necessary food substances, there results a milk that is an abundant source of nourishing elements.

Certified Milk contains butterfat and carbohydrate (Lactose) to provide fuel for the human machine; it possesses valuable proteins to replace, repair, and build bodily tissue most effectively; it is the best food source of the indispensable minerals, calcium and phosphorus; it is especially rich in vitamins A and G, is a good source of vitamins B and C, and contains all of the other known vitamins†; it has a natural water content, which is useful as a carrier and regulator for the body; it has an alkaline reaction in the human body.



*August 24, 1935, Vol. 105, pp. 601 and 602.

†See next page for a discussion of vitamin D milk.

Finally, Certified Milk is easily digestible and readily assimilated by the average person.

VITAMIN D CERTIFIED MILK

In Many Communities there is available a special form of Certified Milk, which is naturally enriched in Vitamin D, the food factor necessary for the prevention and control of rickets in young infants, and for the proper construction of sound bones and teeth.

Vitamin D Certified Milk is produced by means of scientific feeding of the cows with irradiated yeast. It is not processed in any way to increase its vitamin D, and it contains no added substances or mixtures.

Automatic Control of Rickets

Since its first appearance in 1931, following most careful laboratory tests and clinical investigations, Vitamin D Certified Milk has been subjected to extensive clinical experiences, which have demonstrated conclusively that the usual dilutions of this milk employed in the infant feeding formula will effectually protect the average child against the serious bone disease, rickets.

Each quart of Vitamin D Certified Milk must contain not less than 430 U.S.P. units of vitamin D, as shown by frequent bio-assays, carried out in laboratories maintained or approved by the medical milk commissions.

According to the Methods and Standards, Vitamin D Certified Milk can be produced only by the method of feeding irradiated yeast to cattle under technical direction. This milk offers to physicians and their patients an automatic and efficacious method for the protection and control of rickets, since the association of vitamin D in this form with the minerals, calcium and phosphorus, in milk is particularly valuable.

THE RESULTS OF CARE AND SKILL

At the Head of the Procession

Of All Foods, milk is perhaps the most important single food known. Of all milks, Certified is the most fresh, the most clean, the most safe, the most normal in vitamin and mineral content, the most uniform, the most carefully protected from contamination, the most sure to contain all the possible nutritional elements. You have at your command this superfine grade of milk which may, for prescription feeding or for infant feeding, be subjected to any treatment, modification, or alteration prescribed by the physician for any particular case. In this sense it is ideally flexible.

The American Association of Medical Milk Commissions urges the use of Certified Milk in the prenatal period, in infant feeding, for the expectant and the nursing mother, in gastro-intestinal disturbances, during convalescence, and in under-nutrition. But why stop there? And why stop using Certified Milk for the baby just because he is "now ten months old?" He still needs a fresh, natural, safe, clean milk. And the same can be said of every adult, from adolescence to old age.

We feel that we owe a great debt to our Certified Milk producers. They had the courage to set their ideal at the ultimate of perfection. They, above all others, have striven toward scientific knowledge, adequate equipment, and practicable methods for the production of a product above criticism. Let us recognize that the comparatively high quality of the market now available to us, owes its position to the pace set by Certified Milk.

WHERE CERTIFIED MILK MAY BE OBTAINED

NOTE: Usually, Certified Milk is for sale in additional cities, towns, and villages within a radius of several miles of these central points.

ALABAMA
- Birmingham
- Mobile

CALIFORNIA
- Los Angeles County
- Orange County
- Riverside County
- San Bernardino County
- San Diego County

CONNECTICUT
- Avon
- Bridgeport
- Hartford
- Milford
- New Haven
- New Milford
- Orange
- Plainville
- Simsbury
- Stamford
- Westport

FLORIDA
- Coral Gables
- Daytona Beach
- Hollywood
- Jacksonville
- Largo
- Miami
- Orlando
- Palm Beach
- St. Petersburg
- Tampa
- West Palm Beach

GEORGIA
- Atlanta
- Augusta
- Brunswick
- Chamblee
- Decatur

HAWAII
- Honolulu
- Wailupe

ILLINOIS
- Alton
- Chicago (and Suburbs)
- Peoria
- Rockford

KENTUCKY
- Louisville
- Newport

LOUISIANA
- New Orleans
- Shreveport

MARYLAND
- Baltimore
- Eccleston
- Lutherville

MASSACHUSETTS
- Boston
- Chicopee
- Easthampton
- Greenfield
- Holyoke
- Northampton
- Pittsfield
- Springfield
- Somerville
- Westfield
- Worcester

MICHIGAN
- Detroit
- Grand Rapids
- Mt. Clemens
- Pontiac

MINNESOTA
- Minneapolis
- St. Paul

MISSOURI
- Kansas City
- St. Louis

NEBRASKA
- Omaha

NEW JERSEY
- Bound Brook
- Chatham
- Crawford
- Elizabeth
- Hoboken
- Jersey City
- Madison
- Mendham
- Milburn
- Montclair
- Newark
- Passaic
- Paterson
- Perth Amboy
- Plainfield
- Princeton

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Westfield

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Brooklyn
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Kingston
Lake Placid
Larchmont
Mamaroneck
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Montgomery
Mt. Vernon
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Tarrytown
Troy
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Bethlehem
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Wilkes-Barre
Wilkinsburg
Williamsport
Wrightsville

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Portsmouth
Roanoke

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Kenosha
Madison
Milwaukee
Neenah
Oconomowoc
Oshkosh
Racine
Superior
Waukesha

Acknowledgment

Permission to use portions of an excellent series of articles on certified milk, prepared by Dr. Victor E. Stork for the Milk Commission of the Los Angeles County Medical Society, is gratefully acknowledged by the editors of this pamphlet.

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